AMENDMENTS TO THE CLAIMS:

Please cancel claims 4 and 23, add new claims 40 and 41, and amend the claims as follows:

1.   (Currently Amended)   A system for facilitating responsible ~~behaviour~~ behavior by an entity, said system comprising:

an identification device to identify ~~means for identifying~~ the entity and required to pursue the behavior;

a facility ~~for verifying~~ to verify the identification device ~~means~~ and ~~facilitating~~ to facilitate pursuit of the ~~behaviour~~ behavior;

a storage device ~~means~~ coupled to be in communication with the facility ~~for storing~~ to store information related to the pursuit of the ~~behaviour~~ behavior by the entity, said information based at least on monitoring actual pursuit of the behavior by the entity; and

a modeler module ~~for comparing the information related to the~~ coupled to be in communication with the storage device to compare at least some of the stored information based on monitoring actual pursuit of the ~~behaviour~~ behavior by the entity with ~~a behaviour~~ at least one behavior model describing behavior of a distribution of other entities to determine a category of ~~behaviour~~ behavior of the entity.

2.   (Currently Amended)   The system of claim 1, wherein the ~~behaviour~~ behavior model describes one or more categories of the ~~behaviour~~ behavior.

3.   (Currently Amended)   The system of claim 1, wherein the modeler module compares ~~the information related to the pursuit of the behaviour by the entity with a~~ at least some of the stored information based on monitoring actual pursuit of the behavior of the entity with at least one behavior model describing earlier ~~behaviour~~ behavior of the entity.

4.   (Canceled)

5.   (Currently Amended)   The system of claim 1, wherein the ~~behaviour~~ behavior model comprises one or more criteria related to the ~~behaviour~~ behavior.

6.   (Currently Amended)   The system of claim 5, wherein the criteria include one or more of: an acceleration criterion, a chasing losses criterion, a frequency criterion, a duration criterion, an ~~inter behaviour~~ inter-behavior criterion, an income proportion criterion, an age criterion, a sex criterion, an override criterion, a disposable income criterion, a proportion of time spent employed criterion.

7.   (Currently Amended)   The system of claim 1, wherein the modeler module considers whether any limits, blocks, triggers and/or exclusions related to the entity have been activated in determining the category of ~~behaviour~~ behavior of the entity.

8.   (Currently Amended)   The system of claim 1, wherein the modeler module considers whether any limits, blocks, triggers and/or exclusions related to the entity have been overridden or have been attempted to be overridden by the entity in determining the category of ~~behaviour~~ behavior of the entity.

9.   (Currently Amended)   The system of claim 1, wherein the modeler module attributes a different weight to the entity overriding a limit, trigger, block and/or exclusion generated by the ~~behaviour~~ behavior model than to the entity overriding a self-imposed limit, trigger, block and/or exclusion.

10.   (Original)   The system of claim 1, further comprising a resolver module for checking whether limits, blocks or triggers related to the entity have been activated.

11.   (Original)   The system of claim 10, wherein in response to the activation of one or more limits, blocks or triggers related to the entity, a targeted message is sent to the entity.

12.   (Original)   The system of claim 11, wherein the targeted message is one or more of: an electronic message sent to the facility, an SMS message sent to a portable communication device of the entity, an email sent to an email address of the entity, mail sent to a mailing address of the entity, a verbal message delivered in person to the entity.

13.   (Original)   The system of claim 11, wherein in response to the activation of one or more limits, blocks or triggers related to the entity, the resolver module initiates a change to one or more operating parameters of the facility.

14.   (Currently Amended)   The system of claim 13, wherein the changes to one or more operating parameters of the facility include: preventing pursuit of the ~~behaviour~~ behavior, periodically preventing pursuit of the ~~behaviour~~ behavior, limiting a maximum monetary amount spent for each pursuit of the ~~behaviour~~ behavior, limiting a maximum length of time the ~~behaviour~~ behavior can be pursued, limiting a number of times the ~~behaviour~~ behavior can be pursued simultaneously, limiting a number of times the ~~behaviour~~ behavior can be pursued consecutively, reducing the speed at which the ~~behaviour~~ behavior can be pursued.

15.   (Currently Amended)   The system of claim 13, wherein the ~~behaviour~~ behavior is gambling and the changes to one or more operating parameters include: preventing play, periodically preventing play, limiting a maximum monetary amount gambled per play, limiting a maximum length of time gambling can be pursued, limiting a number of games played simultaneously, limiting a number of games played consecutively, limiting a number of lines or hands or spins or throws of play, reducing the speed at which games are played.

16.   (Currently Amended)   The system of claim 1, further comprising a referrer module for updating information stored in relation to an entity where the entity has been referred for assistance in relation to their ~~behaviour~~ behavior.

17.   (Currently Amended)   The system of claim 1, further comprising a reporter module for generating reports about the pursuit of the ~~behaviour~~ behavior of an entity.

18.   (Currently Amended)   The system of claim 1, wherein the identification device ~~means~~ stores only a unique identifier for identifying the entity and no other information relating to the entity.

19.   (Currently Amended)   The system of claim 1, wherein funds required to pursue the ~~behaviour~~ behavior are stored electronically by the storage device ~~means~~.

20.   (Currently Amended)   The system of claim 1, wherein the identification device ~~means~~ electronically stores funds required to pursue the ~~behaviour~~ behavior.

21.   (Currently Amended)   A method for facilitating responsible ~~behaviour~~ behavior by an entity, said method including ~~the steps of~~:

facilitating pursuit of the behavior via a facility in response to verifying an identification device ~~means~~ identifying the entity, the identification device required to pursue the behavior;

~~facilitating pursuit of the behaviour via a facility;~~

monitoring actual pursuit of the behavior by the entity;

storing information related to the actual pursuit of the ~~behaviour~~ behavior by the entity in a storage device ~~means~~ coupled to be in communication with the facility;

~~comparing the information related to the pursuit of the behaviour by the entity with a behaviour model;~~ and

determining a category of ~~behaviour~~ behavior of the entity in a modeler module coupled to be in communication with the storage device by comparing at least some of the information related to the actual pursuit of the behavior by the entity with at least one behavior model describing behavior of a distribution of other entities.

22.   (Currently Amended)   The method of claim 21, wherein the step of comparing includes comparing at least some of the information related to the actual

pursuit of the ~~behavior by~~ behavior of the entity with at least one behavior a model describing earlier ~~behaviour~~ behavior of the entity.

23.   (Canceled)

24.   (Currently Amended)   The method of claim 21, wherein the step of comparing includes comparing at least some of the information related to the actual pursuit of the ~~behaviour~~ behavior by the entity with one or more criteria related to the ~~behaviour~~ behavior.

25.   (Currently Amended)   The method of claim 24, wherein the criteria include one or more of: an acceleration criterion, a chasing losses criterion, a frequency criterion, a duration criterion, an ~~inter-behaviour~~ inter-behavior criterion, an income proportion criterion, an age criterion, a sex criterion, an override criterion, a disposable income criterion, a proportion of time spent employed criterion.

26.   (Currently Amended)   The method of claim 21, ~~wherein the step of determining includes~~ further including considering whether any limits, blocks, triggers and/or exclusions related to the entity have been activated.

27.   (Currently Amended)   The method of claim 21, ~~wherein the step of determining includes~~ further including considering whether any limits, blocks, triggers and/or exclusions related to the entity have been overridden or have been attempted to be overridden.

28.   (Currently Amended)   The method of claim 21, ~~wherein the step of determining includes~~ further including attributing a different weight to the entity overriding a limit, trigger, block and/or exclusion generated by the ~~behaviour~~ behavior model than a weight attributed to the entity overriding a self-imposed limit, trigger, block and/or exclusion.

29.   (Currently Amended)   The method of claim 21, further including ~~the step of~~ sending a targeted message to the entity in response to the activation of one or more limits, blocks and/or triggers related to the entity.

30.   (Original)   The method of claim 29, wherein the targeted message is one or more of: an electronic message sent to the facility, an SMS message sent to a portable communication device of the entity, an email sent to an email address of the entity, mail sent to a mailing address of the entity, a verbal message delivered in person to the entity.

31.   (Currently Amended)   The method of claim 21, further including ~~the step of~~ initiating a change to one or more operating parameters of the facility in response to the activation of one or more limits, blocks and/or triggers related to the entity.

32.   (Currently Amended)   The method of claim 31, wherein the changes to one or more operating parameters of the facility include: preventing pursuit of the ~~behaviour~~ behavior, periodically preventing pursuit of the ~~behaviour~~ behavior, limiting a maximum monetary amount spent for each pursuit of the ~~behaviour~~ behavior, limiting a maximum length of time the ~~behaviour~~ behavior can be pursued, limiting a number of times the ~~behaviour~~ behavior can be pursued simultaneously, limiting a number of times the ~~behaviour~~ behavior can be pursued consecutively, reducing the speed at which the ~~behaviour~~ behavior can be pursued.

33.   (Currently Amended)   The method of claim 31, wherein the ~~behaviour~~ behavior is gambling and the changes to one or more operating parameters of the facility include: preventing play, periodically preventing play, limiting a maximum monetary amount gambled per play, limiting a maximum length of time the gambling can be pursued, limiting a number of games played simultaneously, limiting a number of games played consecutively, limiting a number of lines or hands or spins or throws of play, reducing the speed at which games are played.

34. (Currently Amended)   The method of claim 21, further including ~~the step of~~ referring the entity for assistance in relation to their ~~behaviour~~ behavior.

35. (Currently Amended)   The method of claim 21, wherein the entity is referred for assistance following categorization of the ~~behaviour~~ behavior of the entity as being at risk ~~behaviour~~ behavior, problem ~~behaviour~~ behavior or compulsive/addictive ~~behaviour~~ behavior or a sub-category thereof.

36. (Currently Amended)   The method of claim 21, further including ~~the step of~~ generating reports about the pursuit of the ~~behaviour~~ behavior of an entity.

37. (Currently Amended)   The method of claim 21, further including ~~the step of~~ the identification device ~~means~~ storing only a unique identifier for identifying the entity and no other information relating to the entity.

38. (Currently Amended)   The method of claim 21, further including ~~the step of~~ storing money electronically in the storage device ~~means~~ for pursuit of the ~~behaviour~~ behavior.

39. (Currently Amended)   The method of claim 21, further including ~~the step of~~ storing money electronically on the identification device ~~means~~ for pursuit of the ~~behaviour~~ behavior.

40. (New)   The system of claim 2, wherein the one or more categories of behavior include at risk behavior, problem behavior, compulsive/addictive behavior or a sub-category of any of these categories.

41. (New)   The system of claim 40, wherein the sub-category includes low, medium or high.